



Community & Environment Committee

Agenda: *Community & Environment Committee*

Date: *Monday 30 January 2006*

Time: *6.00pm*

Outline Of Meeting Protocol & Procedure:

The Chairperson will call the Meeting to order and ask the Committee/Staff to present apologies or late correspondence.

The Chairperson will commence the Order of Business as shown in the Index to the Agenda.

At the beginning of each item the Chairperson will ask whether a member(s) of the public wish to address the Committee.

If person(s) wish to address the Committee, they are allowed four (4) minutes in which to do so. Please direct comments to the issues at hand.

If there are persons representing both sides of a matter (eg applicant/objector), the person(s) against the recommendation speak first.

At the conclusion of the allotted four (4) minutes, the speaker resumes his/her seat and takes no further part in the debate unless specifically called to do so by the Chairperson.

If there is more than one (1) person wishing to address the Committee from the same side of the debate, the Chairperson will request that where possible a spokesperson be nominated to represent the parties.

The Chairperson has the discretion whether to continue to accept speakers from the floor.

After considering any submissions the Committee will debate the matter (if necessary), and arrive at a recommendation (R items which proceed to Full Council) or a resolution (D items for which the Committee has delegated authority).

Delegated Authority (“D” Items):

Community Services and Programmes.

Health.

Liquor Licences.

Fire Protection Orders.

Residential Parking Schemes (surveillance and administration).

Traffic Management (Traffic Committee Recommendations).

Waverley/Woollahra Process Plant.

To require such investigations, reports or actions as considered necessary in respect of matters contained within the Business Agendas (and as may be limited by specific Council resolution).

Confirmation of the Minutes of its Meeting.

Any other matter falling within the responsibility of the Community and Environment Committee and not restricted by the Local Government Act or required to be a Recommendation to Full Council as listed below.

Library Services

Licensing.

Regulatory.

Waste Minimisation

Recommendation only to the Full Council (“R” Items):

Such matters as are specified in Section 377 of the Local Government Act and within the ambit of the Committee considerations.

Matters which involve broad strategic or policy initiatives within responsibilities of the Committee.

Matters requiring the expenditure of moneys and in respect of which no Council vote has been made.

Matters delegated to the Council by the Traffic Authority of NSW.

Matters not within the specified functions of the Committee, or which are not the subject of a Business Agenda (current or past).

Matters reserved by individual Councillors, in accordance with any Council policy on "safeguards".

Parks and Reserve Plans of Management (Strategies, Policies and Objectives)

Residential Parking Schemes - Provision and Policies

Committee Membership:

7 Councillors

Quorum:

The quorum for a Committee meeting is 4 Councillors.

WOOLLAHRA MUNICIPAL COUNCIL

Notice of Meeting

25 January 2006

To: The Mayor, Councillor Andrew Petrie, ex-officio
Councillors Anthony Boskovitz (Chair)
Claudia Cullen
Marcus Ehrlich
Tanya Excell
Julian Martin
Fiona Sinclair King
John Walker

Dear Councillors

Community & Environment Committee Meeting – 30 January 2006

In accordance with the provisions of the Local Government Act 1993, I request your attendance at a Meeting of the Council's **Community and Environment Committee** to be held in the **Council Chambers, 536 New South Head Road, Double Bay, on Monday 30 January 2006 at 6.00pm.**

Gary James
General Manager

Meeting Agenda

Item	Subject	Pages
1	Leave of Absence and Apologies	
2	Late Correspondence	
3	Declarations of Interest	

Items to be Decided by this Committee using its Delegated Authority

D1	Confirmation of Minutes of Meeting held on 19 December 2005	1
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Items to be Submitted to the Council for Decision with Recommendations from this Committee

R1	2005 Woollahra Small Sculpture Prize Evaluation – 20.G	2
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Item No: D1 Delegated to Committee
Subject: **Confirmation of Minutes of Meeting held on 19 December 2005**
Author: Les Windle, Manager - Governance
File No: See Council Minutes
Reason for Report: The Minutes of the Meeting of Monday 19 December 2005 were previously circulated. In accordance with the guidelines for Committees' operations it is now necessary that those Minutes be formally taken as read and confirmed.

Recommendation:

That the Minutes of the Community and Environment Committee Meeting of 19 December 2005 be taken as read and confirmed.

Les Windle
Manager - Governance

Item No: R1 Recommended to Council
Subject: **2005 Woollahra Small Sculpture Prize Evaluation**
Author: Jo Jansyn, Cultural Development Coordinator
File No: 20.G
Reason for Report: To provide a detailed evaluation of the 2005 Woollahra Small Sculpture Prize with recommendations for future Prizes.

Recommendation:

1. That the 2005 Woollahra Small Sculpture Prize evaluation report be noted.
2. That the Woollahra Small Sculpture Prize continue to be staged on an annual basis, implementing the recommendations from the evaluation contained in this report.

1. Background

The Woollahra Small Sculpture Prize is the only national prize for sculptures of smaller dimensions and it has attracted strong support from artists, collectors and critics. The Prize was initiated by Woollahra Council to support, promote and celebrate artistic excellence as well as to encourage the local community to access the Council Chambers.

The Woollahra Small Sculpture Prize totals \$13,000 across the following categories:

The Woollahra Small Sculpture Prize: an acquisitive award of \$10,000
The Special Commendation: a non-acquisitive award of \$2,000
The Viewers' Choice: a non-acquisitive award of \$1,000

The fifth Woollahra Small Sculpture Prize exhibition was launched on Friday 21 October 2005 at Redleaf Council Chambers and closed on Sunday 30 October 2005.

2. Relationship to Management Plan/Cultural Plan

The 2005 – 2008 Management Plan identifies that a key objective for the Community Services Division was 'To plan, coordinate and provide a range of activities and opportunities which address the cultural interests of the Woollahra community and which reflect the unique character of Woollahra. Under this objective, the Woollahra Small Sculpture Prize is highlighted as a core project.

In its Goal Two strategy, Council's Cultural Plan indicates that the Woollahra Small Sculpture Prize is an opportunity to form cultural alliances through strategic partnerships with other levels of government, peak arts bodies, local businesses, corporate sectors and community groups to realise increased community benefits and external resourcing of arts and cultural activities.

3. 2005 Woollahra Small Sculpture Prize

In 2005, 314 sculptures were entered and the final 40 pieces were exhibited over a 10-day period, including two weekends between 21 – 30 October. The finalists were selected for exhibition by judges John Stringer, Curator of the Kerry Stokes Collection (Perth) and William Wright AM, Sherman Foundation Fellow in Contemporary Art at the University of Sydney. Of the 40 finalists, two works appeared from artists residing in the Woollahra Municipality. The number of entries from the eastern suburbs local government areas represented over 16.5% of the total number of entries received.

The \$10,000 Woollahra Small Sculpture Prize was awarded to Jessie Cachillo and Craig Waddell (NSW) for their collaborative work titled *Ruby Rabbit*. The Special Commendation was awarded to William Eicholtz (VIC) for his work *Paysans de Limoges*. The Viewers' Choice Award was awarded to Alexander Seton for his work titled *A Young Man's Dream*.

The launch night was well attended by up to 450 guests and was supported by the Woollahra Orchestra Players.

4. 2005 Key Stakeholders/Partners

Woollahra Municipal Council: Initiator of the Woollahra Small Sculpture Prize. Managed and implemented the project.

Small Sculpture Prize Committee: A reference group that provided recommendations on the direction of the Woollahra Small Sculpture Prize. The Committee is made up of Woollahra Councillors, profiled arts administrators, local community and Council staff.

Local community: representatives of the local community were consulted on the direction of the project via the Small Sculpture Prize Committee. Local schools were invited to participate in the Small Sculpture Prize via the schools education component. Local community representatives were invited to attend the launch night of the exhibition component as well as the artists' talk by a number of the finalists including William Eicholtz, Vivien Pollnow, Esther Erlich, Xavier Modeux, Rodney Pople and Louis Pratt.

Artists - locally and nationally: The Small Sculpture Prize has an extensive database of local and national artists/sculptors who were notified of the event and invited to participate via the submission of works.

Galleries/agents: In 2005, every major gallery in Australia and New Zealand was notified of the Small Sculpture Prize via an extensive mail-out. Entry forms were made available in galleries and in many examples, galleries passed on information regarding the Prize to appropriate artists they represented.

Art collectors: Profiled art collectors were made aware of the exhibition component via targeted advertising and Small Sculpture Prize Committee personal contacts. Invitations to the launch event were designed specifically to emphasise the purchase opportunities available as part of the exhibition.

Local and national media: Due to the engagement of an external publicist for the profile of the 2005 Woollahra Small Sculpture Prize was greatly improved and received improved recognition by media.

Sponsors: Local businesses were once again given the first opportunity, via local media, to sponsor the Prize. Sponsors of the Prize participated in a meet the judges lunch and were invited to a VIP preview of the exhibition with the Mayor and available finalists.

5. Budget

The cost of staging the 2005 Woollahra Small Sculpture Prize over the calendar year was \$39,000 ex GST. As the project is staged over a calendar year, income generated from entry fees, sales commission and sponsorship is split across financial years. In the 2005 calendar year, income from entry fees and sales commission was \$13, 200 ex GST. In addition, and for the first time, a cash sponsorship income of \$15, 220 ex GST was generated across the calendar year due to the efforts of the Small Sculpture Prize Committee.

Sponsorship income contributed towards the development/growth of the Prize, namely the schools program area as well as the appointment of an external publicist who successfully increased the media profile and reputation of the Prize. The current expenditure pattern for the Prize is that funds remaining at the completion of the Prize in a particular year are utilised to produce promotional material and advertising required to commence the project in the next calendar year.

The 2005 Woollahra Small Sculpture Prize was also generously supported in kind by the Woollahra Orchestra Players, Hugonnet Design and Megacolour. This support represented significant savings to the delivery of the project

At the time of report writing, approximately \$9,000 is available and is required to commence implementation of the 2006 Woollahra Small Sculpture Prize if it is to proceed. This will be spent on printing, advertising and publicist fees prior to June 30, 2006. Should the income for entry and sales be on a similar level to 2005, a total Council subsidy and/or sponsorship of \$27, 500 is required in the 2006/07 budget in order to maintain the Prize at its current level of delivery.

6. Project Outcomes

The Woollahra Small Sculpture Prize is a unique award for small sculpture in Australia with links back to the local community on several significant levels. In 2005, the project had the following significant outcomes.

- Engagement of profiled arts industry identities for judging of the Woollahra Small Sculpture Prize.

- Presentation of the fifth Woollahra Small Sculpture Prize - the only national award for small sculpture under 80cm in any dimension.

- Consultation with the Small Sculpture Prize Committee comprising of Councillors, Council staff, local community and profiled arts administrators.

- Links back to the local community via schools education component, representation on the Small Sculpture Prize Committee, a significant number of entries from local artists, eastern suburbs artists and local gallery represented artists. Local schools component audience grew in 2005. See Annexure 1 for school participation timetable. A schools worksheet was developed in conjunction with Cranbrook School (Annexure 2). This worksheet was also utilised for Double Bay Primary School visits. It was reported on several occasions by gallery attendants that students who had toured the exhibition as part of the schools component (including students at the Woollahra Preschool) returned with parents/guardians for a follow up viewing.

- International entries received from Germany and New Zealand.

- Community education stimulated via the presentation of an informal artists' talk by six finalists.

- Finalists given the opportunity to engage with the local community and network via invitation to participate in the informal artists' talk.

The Prize attracted significant media in comparison to previous years. This was due to the appointment of an external publicist with background in successfully publicising arts and cultural projects.

Exhibition attendance figures were greatly improved due to the increase in media coverage.

One Woollahra Library staff member reported an increase in the number of members of public looking for the exhibition (or just having visited the exhibition) after promotion in media and the placement of an additional banner between the Community Services Annex and the Library building.

7. 2005 Evaluation and Feedback

Detailed and un-edited feedback on the 2005 Woollahra Small Sculpture Prize from artists, schools and viewers has been compiled in Annexure 3.

7.1 Comparative Data 2001 – 2005 Woollahra Small Sculpture Prize Comparative Data

Category	2001	2002	2003	2004	2005
Number of entries	200	254	330	285	314
Number of local entries	22	32	26	20	17
Number of eastern suburbs entries	not counted	not counted	not counted	not counted	52
Number of local finalists	0	2	2	3	2
Number of eastern suburbs finalists	not counted	not counted	not counted	not counted	10
Number of repeat entrants from previous year	-	57	60	52	64
Number of repeat entrants from all years	-	50	78	134	204
Number of repeat finalists from previous year	-	2	1	7	11
Number of repeat finalists from all years	-	2	3	11	16
State Breakdown					
NSW	124	163	189	171	190
VIC	36	62	98	71	70
SA	3	2	3	6	13
WA	3	1	2	5	5
TAS	7	1	9	2	4
NT	0	0	0	0	4
QLD	15	13	16	18	13
ACT	11	12	5	8	11
NZ	0	0	6	4	2
International	0	0	2	0	2
Entry fee inc GST	\$22	\$22	\$33	\$33	\$40
Number of finalists	30	33	35	38	40

Category	2001	2002	2003	2004	2005
Launch attendance	200	400	300	400	450 + *catering staff estimates
Sales	3	Data not available	4	4	5
Forum attendance	100	30	40	45	60 * artist talks
Exhibition attendance	700 - 1000	500 - 700	700- 800	1000 - 1200 (based on gallery attendant feedback)	1800
Peoples choice responses	230	Data not available	259	369	382
Sponsorship successful	No	No	Yes	Yes (in kind)	Yes - \$15, 130 ex GST
Schools education component	No	Yes	Yes	Yes	Yes

Comments on comparative data:

The Woollahra Small Sculpture Prize is still attracting significant numbers of new entrants each year, suggesting that promotion of the Prize is effective.

Finite number of emerging and professional sculptors means that the ability to attract significantly more artists is constrained.

2005 finalist feedback (also a repeat of similar feedback by different finalists in 2003/04) – Woollahra Small Sculpture Prize is known as highly contemporary amongst professional artists, based on choice of judges for the past three years. 2001/2002 judges perceived to be more traditional. The choice of judges is a contributing factor in artists submitting entries each year (judges names are listed on the entry form). In addition, the choice of judges contributes to the level of media interest. One key role and vital role of the Woollahra Small Sculpture Prize Committee is the selection of and invitation of appropriate judges.

In 2005 there was a significant improvement in the number of entries from interstate including South Australia, Northern Territory, Tasmania and the ACT. Entries from Victoria and Western Australia remained stable whilst there was a drop in the number of entries received from Queensland. Entries from New South Wales improved.

7.2 2005 Woollahra Small Sculpture Prize Evaluation Form Summary

An evaluation form (see Annexure 4) was circulated amongst Small Sculpture Prize Committee members as well as finalists and judges. The following is a summary document of key comments listed in completed evaluation forms.

2005 evaluation sample size = 13 (2004 evaluation sample size = 10)
Committee (7), Other - Finalist, Judge, Council Staff (6)

Project sub-activity	Comment (number in bracket = frequency of comment repeat)
Aims	<ul style="list-style-type: none"> • promote and encourage arts patronage of a high standard in Municipality (5) • added dimension in Community Services (1) • nurture sculptors nationally – primary artistic pursuit (1) • showcase Redleaf, promote Council (6) • educate and inspire residents, schools, young sculptors, others (2) • to provide one of Australia’s esteemed, prestigious and unique arts prizes, complement the arts scene (5) • not just about roads, rates and rubbish (2) • give something back to the community (1)
Exhibition	<ul style="list-style-type: none"> • Increase duration (7): between 2 – 3 weeks • Appropriate duration (5) • Excellent use space/venue (6) • Excellent/good launch (6) • Individual plinths (1) • Better briefing of launch speakers (3) • Good tie in with Sculpture by the Sea (4)
Schools component	<ul style="list-style-type: none"> • vital/ valuable (positive community messages) (7) • difficult to engage senior secondary due to HSC (1)
Artists talk	<ul style="list-style-type: none"> • expand invite lists to arts community(1) • gives Prize more prestige (1) • excellent/critical/vital (8)
Promotional material	<ul style="list-style-type: none"> • well produced/distributed (5) • improve/increase electronic distribution but not at the expense of hard copy promotional material (6) • improve catalogue quality (2) • increase targeting of peak visual arts bodies – ACGA/NAVA/AGNSW • invites to be distributed earlier – including media (6) • simplify design of entry form/invites (5) • good updating of material on website (1)
Publicity	<ul style="list-style-type: none"> • well publicised/excellent due to specialist publicist/good media response (8) • invites earlier to media (3)
Ideas for new activities	<ul style="list-style-type: none"> • more artist (finalist) talks and or workshops to schools, community either at Council/school (4) • schools sculpture prize (1) • seminar as with previous years (1)
Suggestions for attracting future sponsors	<ul style="list-style-type: none"> • Councillors to utilise contacts (1) • link with ‘top end’ galleries in the area to financially support the project (1) • offer sponsor a sculpture • Chair did excellent job in attracting sponsors (1) • suspicious of sponsorship (1) • target local business, real estate (1)
Suggestions for the future direction	<ul style="list-style-type: none"> • touring component to other galleries (1) • improve lighting at the exhibition (1) • alternate venue – increase number of finalists (1) • commence administration/data-basing with increased lead in times (1) • continue as is – achieved appropriate proportions – less is more (4) • media angle – sculpture for the home (2) • increase prize money (1)

Comments on community feedback and evaluation forms:

The Woollahra Small Sculpture Prize is well respected and popular amongst artists and the community and is unique in that it is the only national award for small sculpture.

The Woollahra Small Sculpture Prize is well timed with Sculpture by the Sea for viewers as well as having cross over with artists.

Community components of the Woollahra Small Sculpture Prize (schools component, artist advocacy and networking, open community participation) are perceived as very valuable and vital to the staging of the Woollahra Small Sculpture Prize.

Improvements suggested include streamlining promotional material design, entry form distribution and administration processes.

It is recommended that some research is conducted into touring the exhibition to regional galleries, however not at the expense of presenting the exhibition in its current format at Woollahra Council Chambers.

The Woollahra Small Sculpture Prize may be better placed with media/artists and the arts community if its identity was limited to a 'national' prize rather than attempting to attract international content in the future.

There have been suggestions for improving/expanding the Woollahra Small Sculpture including increasing the number of finalists in the exhibition, increasing prize money, placing one sculpture per plinth, increasing the duration of the exhibition and/or hosting the exhibition in an alternate venue. These suggestions do not represent the majority opinion in feedback which recognises the current venue for the exhibition as unique and integral to the staging of the exhibition, as well as the current size of the exhibition as appropriate. Research was undertaken regarding the use of an alternative venue, indicating that significant additional funding and resources would be required for such a move. As this suggestion was not fully supported by the Committee, it is not recommended that the venue change from Redleaf.

8. Publicity

Based on feedback from previous Woollahra Small Sculpture Prize evaluations and a budget that allowed for it, the 2005 Woollahra Small Sculpture Prize was able to engage the services of an external publicist. As a result the Prize received significantly improved media coverage. A detailed publicity report is available in Annexure 5.

Visitor levels to the exhibition were also significantly improved. See Annexure 6 for an example of visitation patterns for the 2005 Woollahra Small Sculpture Prize, Saturday 29 October.

9. Recommendations

The 2005 Woollahra Small Sculpture Prize was considered a success and continued to meet the original aims set by Council in 2001. Based on the majority of feedback received in evaluation forms, as well as evaluation meetings with Woollahra Small Sculpture Prize Committee members, it was clear that there has been an increased media profile and increased awareness of the Prize by artists and personal communication with the Cultural Development Coordinator. It is recommended that the Woollahra Small Sculpture Prize continue as an annual project of Woollahra Council in 2006.

To continue to be presented at the current level of delivery, the 2006 Woollahra Small Sculpture Prize will require the same minimum level of budget contribution from Woollahra Council as in 05/06 budget as well as to continue sourcing sponsorship per annum. This represents \$27, 500 Council subsidy and/or sponsorship in the 2006/07 budget.

10. Conclusion

The Woollahra Small Sculpture Prize is a profiled arts award amongst artists and the community. The reputation and profile of the Prize and related activities including the schools component and community artist talks can be maintained at current levels with appropriate funding from Woollahra Council and/or a level of cash sponsorship.

Jo Jansyn
Cultural Development Coordinator

Kylie Walshe
Director - Community Services

Annexures:

1. Schools component participation
2. Schools component worksheet
3. Compilation of viewers and schools feedback
4. Evaluation form
5. Publicity report
6. Example of visitation pattern